



Bags and Luggage in Mexico

March 2026

Table of Contents

Bags and Luggage in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Despite slowdown, category presents opportunities in luxury and technological innovation

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

adidas looks to drive sales with cultural and sustainable appeal

Chart 2 - adidas Leverages Mexican Culture and Sustainability to Boost Sales

Luggage technology integration propels luggage growth amid the dominance of bags

Second-hand luxury gains traction driven by circular economy principles

Chart 3 - Troquer Drives Second-Hand Luxury Adoption in Mexico

WHAT'S NEXT?

Luxury handbags expected to drive growth with iconic pieces

Technological innovations to redefine luggage design and consumer preferences

Chart 4 - Samsonite Launches Proxis Luggage in Mexico

Second-hand luxury shopping set to gain further traction among younger consumers

Chart 5 - Analyst Insight

COMPETITIVE LANDSCAPE

Hermès maintains leadership with timeless designs and customer experience

Resale and rental trends influence retail channel mix and consumer behaviour

CHANNELS

Department stores leads with product variety and flexible payment options

Retail e-commerce drives growth with fast delivery and flexible options

COUNTRY REPORTS DISCLAIMER

Personal Accessories in Mexico - Industry Overview

EXECUTIVE SUMMARY

Personal accessories outpaces GDP growth in Mexico

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation affects value sales growth in personal accessories

Innovation throughout the value chain drives personal accessories sales

Chart 7 - Samsonite Strengthens Retail Presence in Mexico

Luxury resale market expands as younger consumers embrace circular economy

Chart 8 - Troquer Partners with Liverpool to Expand Second-Hand Luxury Market

WHAT'S NEXT?

Future growth to be driven by premiumisation and technological integration

Luxury resale market set to boom with rental and resale trend

Chart 9 - Analyst Insight

COMPETITIVE LANDSCAPE

Mexican personal accessories landscape driven by growing interest in luxury products

CHANNELS

Department stores leads distribution through promotions and financial services

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in Mexico 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Mexico 2025

Chart 13 - Consumer Landscape in Mexico 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/bags-and-luggage-in-mexico/report.